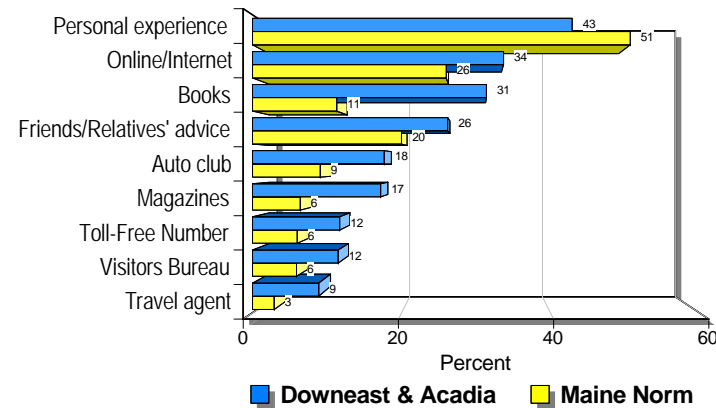






## Information Sources Used

Base: Total Overnight Trips

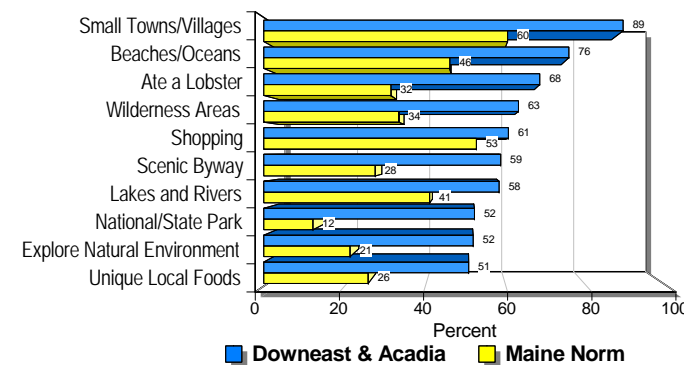


## THE DOWNEAST & ACADIA EXPERIENCE

Reflecting the importance of Marketable or vacation trips in the mix of trips to Downeast & Acadia, participation and the range of experiences enjoyed is robust.

## Things Experienced On Trip

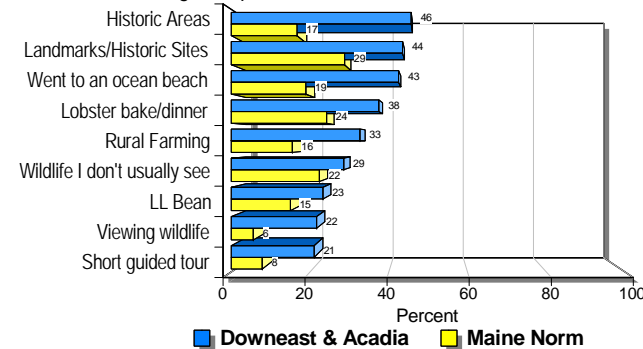
Base: Total Overnight Trips



This report was prepared for the Maine Office of Tourism by **Longwoods International**. Visitor volume and travel profile data come from **Travel USA®**, Longwoods' syndicated survey of the U.S. travel market that contacts a representative sample of 200,000 U.S. households annually, a follow-up survey of Maine visitors identified through **Travel USA®**, and the Maine Day Visitor study.

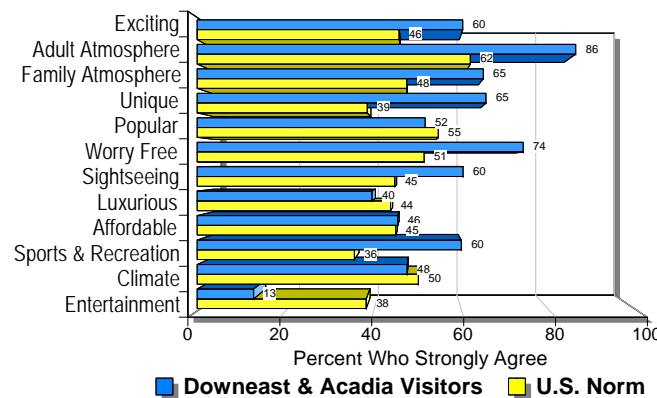
## Things Experienced On Trip (Cont'd)

Base: Total Overnight Trips



## PRODUCT DELIVERY

Compared to the U.S. Norms, the Downeast & Acadia visitors are well pleased with their Maine experience. The experience is exciting, unique, and provides something for everyone across



## BOTTOM LINE

Downeast & Acadia delivers a top-notch experience to visitors drawn from near and far. The opportunity is to spread the word and get the region on the itinerary of even more Maine visitors, and increase the length of stay in the region.

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Prepared By  
Longwoods International  
for the  
Maine Office of Tourism

## Highlights:

### SIZE & STRUCTURE OF THE DOWNEAST & ACADIA TRAVEL MARKET

Trips to Downeast & Acadia	1
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Marketable Day Trip Mix	1
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### THE DOWNEAST & ACADIA VISITOR

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### THE DOWNEAST & ACADIA EXPERIENCE

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### PRODUCT DELIVERY

THE BOTTOM LINE	4
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Longwoods  
INTERNATIONAL



# Downeast & Acadia Travel

A Travel & Tourism Report Covering Maine's Downeast Acadia Region

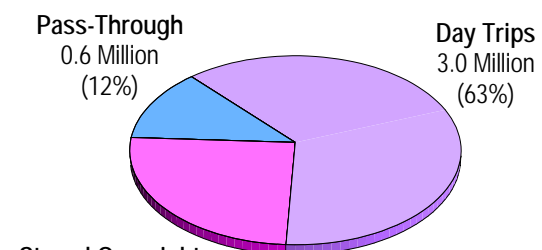
2003 Travel Year

## SIZE & STRUCTURE OF THE DOWNEAST & ACADIA TRAVEL MARKET

Downeast & Acadia is visited on about one-in-ten of all Day trips and one-in-five of all Overnight trips to Maine. It receives 3.0 million Day trips, 1.2 million Overnight trips on which 1+ nights are spent in the region itself, and another 0.6 million Overnight trips to the state on which the traveler spends some time in or *passes through* Downeast & Acadia. This means that two-thirds of those who spend time in the region are also prompted to overnight in the region. The balance one-third are not.

## Trips to Downeast & Acadia

Total: 4.8 Million Trips



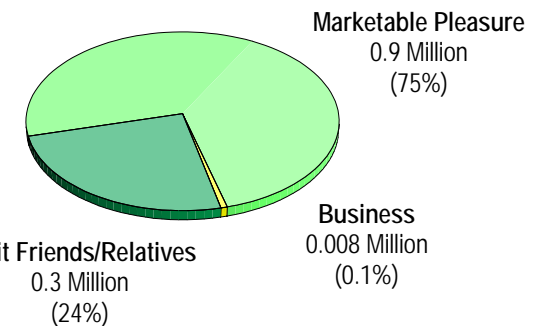
Stayed Overnight  
1.2 Million

Overnight trips, though smaller in number than day trips, typically generate more traveler revenue for the state because they are longer and often involve spending for commercial accommodation.

Vacation or Marketable trips are worthy of particular attention for similar reasons and because the choice of destination on them is discretionary and open, therefore, to the influence of destination marketing activities. Indeed, they account for three-quarters of all the overnight trips to Downeast & Acadia.

## Purpose of Overnight Trips

1+ Nights in Region: 1.2 Million Trips



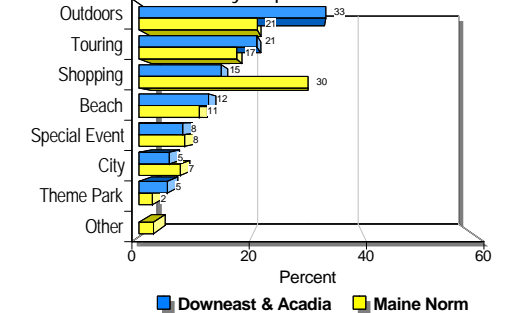
## Types of Marketable Trips

Outdoors and Touring are the leading types of Marketable Day trips to Downeast & Acadia. *Outdoors trips are taken to experience the natural environment and engage in outdoor activities such as camping, hunting, fishing, hiking, or rafting. Touring trips are taken by car, bus, or train through areas of scenic beauty, cultural or general interest.*

Touring, Outdoors, and Cruise trips are most common types of **Overnight** Marketable trips. *A Cruise trip is taken on a cruise ship with on-board activities and planned stops at points of interest along the way.*

## Marketable Day Trip Mix

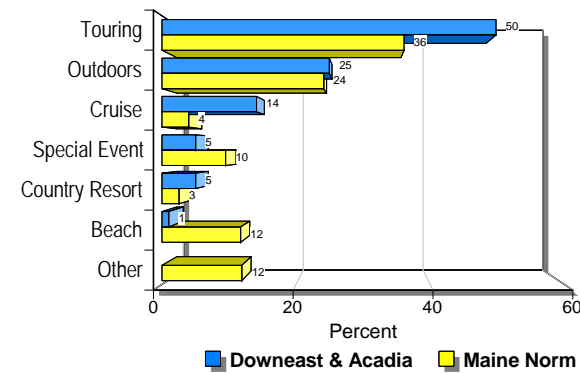
Base: Marketable Day Trips





## Overnight Marketable Trip

Base: Overnight Marketable Trips

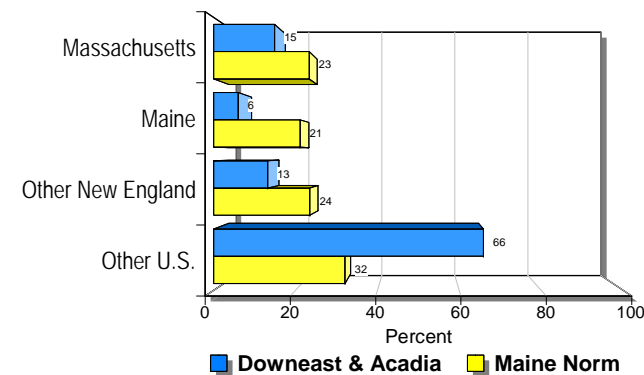


## MAKING THE TRIP

Downeast & Acadia hosts many longer haul visitors. A majority two-thirds come from beyond New England. Almost one-in-five out-of-state visitors arrive by boat.

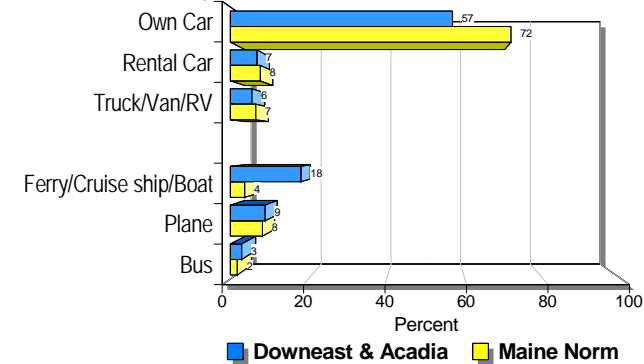
## Sources Of Business

Base: Total Overnight Trips



## Transportation Used To Enter Maine

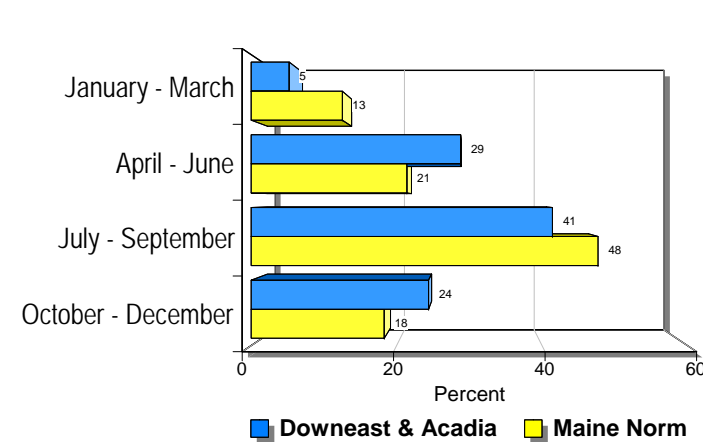
Base: Total Overnight Trips From Out-of-State



The Summer season may be the most important but the shoulder Spring and Fall are also strong contributors.

## Season of Trip

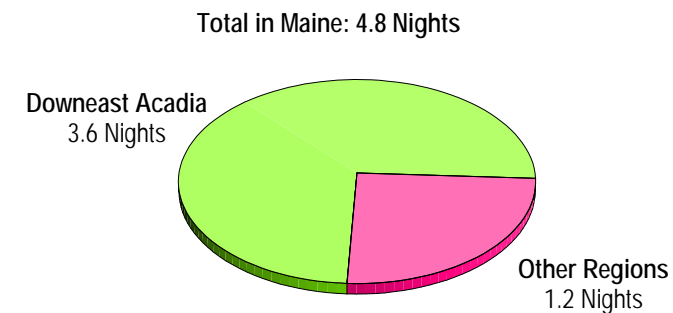
Base: Total Overnight Trips



These regional visitors stay 4.8 nights in the state overall and 3.6 of these are spent in Downeast & Acadia itself.

## Number of Nights in Maine

Base: Total Overnight Trips

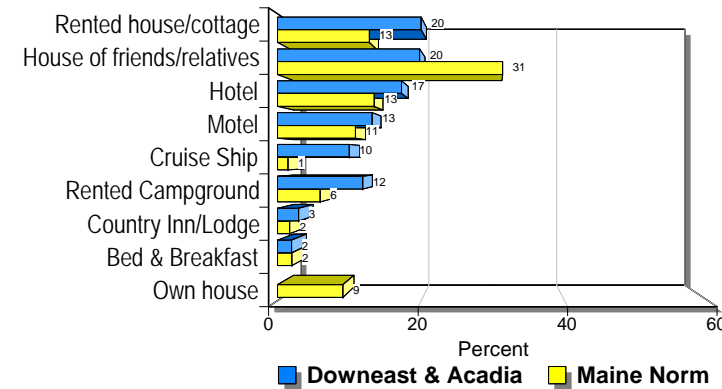


The nights are spent commercial and non-commercial properties. Rented houses & cottages capture the largest share with hotels, motels, and cruise ships following in rank order.



## Accommodation Used\*

Base: Total Overnight Trips



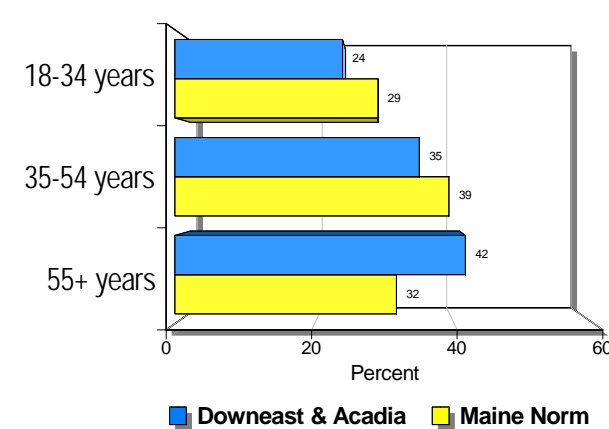
\* Percent of trip nights spent in each type of accommodation

## THE DOWNEAST & ACADIA VISITOR

Downeast & Acadia visitors are markedly older and have much higher incomes than is typical for the state.

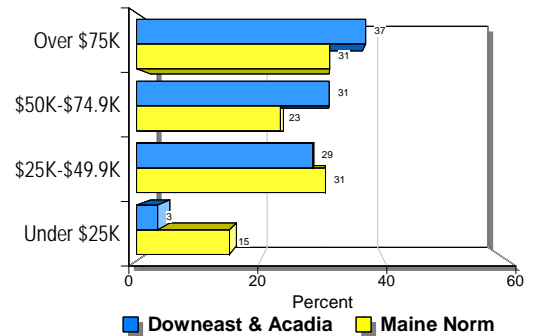
## Age

Base: Total Overnight Trips



## Income

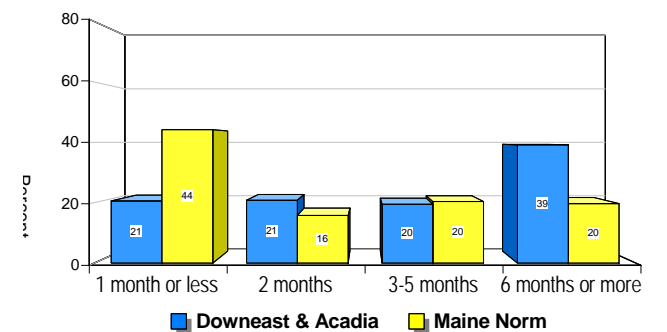
Base: Total Overnight Trips



They, perhaps not surprisingly, plan and book their trips well farther ahead and use a wide range of information planning sources. The internet and books are the most widely used.

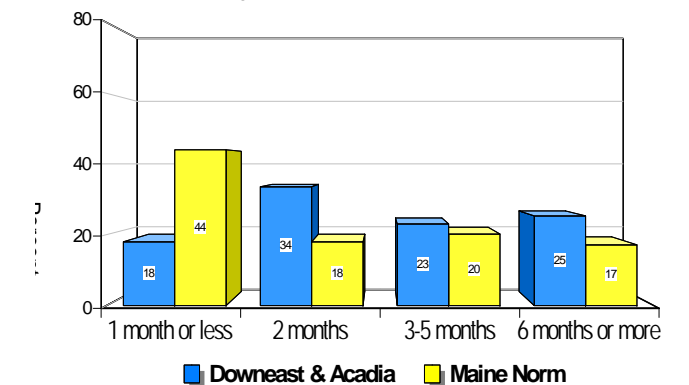
## Planning Cycle

Base: Total Overnight Trips



## Booking Cycle

Base: Total Overnight Trips Booked in Advance



Note: On 19% of Total Overnight Trips there was no advance booking.